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# ATLANTA

SPONSORSHIP OPPORTUNITIES

2026

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# About The Human Rights Campaign

## Leading the Fight

The Human Rights Campaign (HRC) has spent 40 years creating the most powerful movement for equality our country has ever seen. But despite this progress, our most marginalized are still suffering from violence, discrimination and fear. Our goal is to ensure that all LGBTQ+ people, and particularly those of us who are trans, people of color and HIV+, are treated as full and equal citizens within our movement, across our country and around the world.

## A Valuable Partner

HRC has more than 15,000 members in Georgia alone. Our Corporate partners are afforded the unique opportunity to develop and strengthen a connection with a dynamic and brand-loyal audience.

A partnership with HRC means not only deepening roots with your customers, but also enhancing employee relationships. Leading organizations are acutely aware of how powerful a diverse, inclusive and -most importantly - equitable culture can be.


## Corporate Team

E-mail: [hrcatlantacorporaterelations@gmail.com](mailto:hrcatlantacorporaterelations@gmail.com)





Jake Campbell  
Corporate Governor  
678.779.9038

## Connect With Us

 [atlanta.hrc.org](http://atlanta.hrc.org)

 @HRCAtlanta

  @HRCATL

## Did you know?

1 in 5  
Atlanta residents  
identify as LGBTQ <sup>1</sup>



**\$884**  
*BILLION*

Estimated LGBTQ market  
buying power<sup>2</sup>

**85%**  
*OF HRC  
MEMBERS*

are more likely to buy  
services or products from  
companies that support  
HRC<sup>3</sup>



Average Income of HRC Members <sup>4</sup>





# HRC Atlanta - Around Town

## HRC Atlanta Dinner & Auction

Established in 1987, the Atlanta Dinner & Auction has become one of the Human Rights Campaign's largest fundraisers in the country. Attendees come together to celebrate excellence in the LGBTQ+ movement and, most importantly, refocus on the continued fight for equality.





### **Attendees include:**

- » HRC Donors + Members
- » Celebrities + Community and Business Leaders
- » Federal, State and Local Elected Officials
- » Sponsor Representatives

### **Sponsors receive tremendous visibility:**

- » Prime placements targeted to 15k supporters
- » Over 830,000 impressions in print, news, media
- » HRC Atlanta website feature
- » Prominent placement on HRC Atlanta's social media channels that reach over 2,000 people each month

### **Notable Speakers + Attendees**



Maya Angelou  
*Poet, Writer & Memoirist*



Stacey Abrams  
*Voting Rights Activist*



Rep. John Lewis  
*Congressman + Activist*



Jim Obergefell  
*Supreme Court Marriage Equality Plaintiff*





# HRC Atlanta Pride Brunch

## Community Events

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The HRC Atlanta Pride Brunch is a staple of Atlanta Pride weekend and is the Official Brunch of Atlanta Pride. Nearly 700 guests come together to celebrate while they enjoy a prime location overlooking the Atlanta Pride Parade route. This hugely successful event is guaranteed to sell out, which makes it a wonderful opportunity for companies to reach potential customers through a wide variety of sponsorship opportunities.

For more information on Pride Brunch specific sponsorships, please email [\*\*matt.eppright@hrc.org\*\*](mailto:matt.eppright@hrc.org)







# Corporate Sponsorships



Much of HRC's work would not be done without the generous support and partnership with our sponsors. Whether you are looking to partner with HRC Atlanta year-round or for visibility at a few key events, we offer many opportunities to customize your sponsorship based on your desired commitment level. See pages 8-10 for full details of each sponsorship level benefits.

- ☐ Presenting Sponsor - \$29,000+  
Sponsorship at this level guarantees industry category exclusivity, visibility at all events, premium event tickets to key HRC events during the time of sponsorship, and more.
- ☐ Platinum Sponsor - \$18,500+  
Sponsorship level includes year-round event coverage, placements in communications, and premium tickets to key HRC events during the time of sponsorship.
- ☐ Gold Sponsor - \$12,500+  
Sponsorship level provides year-round event coverage at the lowest commitment level.
- ☐ Silver Sponsor - \$9,250+  
Sponsorship level includes tickets to marquee events and features in all marketing pieces.
- ☐ Bronze Sponsor - \$6,000+  
Sponsorship level includes four tickets to key HRC events during the time of sponsorship, and more and placement in key marketing collateral.
- ☐ Crystal Sponsor - \$3,000+  
Sponsorship level includes two tickets to the HRC dinner & Auction
- ☐ Event-Focused Sponsorships  
Contact a member of the HRC Corporate team to learn more about other sponsorship opportunities throughout the year.





## Dinner & Auction Opportunities

### □ OneCause® Auction Sponsorship - \$8,500 Approx. 5:00 - 9:15 p.m.

HRC Atlanta's Auction is truly the highlight of the Dinner each year. Receive prominent placement as attendees purchase tickets online, arrive to the Dinner, and mingle during the Auction. Package includes:

- » Marquee placement in Auction from 5 - 9:15 p.m.
- » Logo featured in OneCause, the Auction's online bidding app
- » Company display in entryway of Auction room
- » 10 tickets (one table) to the Atlanta Dinner
- » All Bronze-level sponsorship benefits

### □ HRC Atlanta Dinner Lounge and After-Party space - \$4,000 Approx. 7:00 p.m. - 12:00 a.m.

Be front and center while 450+ guests celebrate after the dinner event is over. Music, dancing and photo opps are only a piece of the fun! Package includes:

- » Logo placement on all signage and invitations promoting the after-party
- » Special promotion and/or giveaway opportunities during the event
- » All Crystal-level sponsorship benefits



*Specific times subject to change*



# Corporate Sponsorships



## Full Sponsorship Details

		Presenting	Platinum	Gold	Silver	Bronze	Crystal
All	Print Collateral Recognition	Logo	Logo	Logo	Logo	Name	Name
	Dinner & Auction Tickets	20	10	8	6	4	2
	Sponsor Video Feature	x	x	x	x	x	-
	Federal Club Brunch Tickets	4	2	-	-	-	-
	Fall Corporate Social invitations	x	x	x	x	x	x
Community	Atlanta Pride Brunch VIP Tickets	12	10	8	6	4	2





### Presenting Sponsor - \$29,000+

- » Category exclusivity by industry
- » Twenty HRC Atlanta Dinner & Auction tickets
- » Six-second feature during National Sponsor Video at HRC Atlanta Dinner & Auction
- » Exclusive recognition throughout the Presenting Sponsor Reception & Auction
- » 12 VIP Pride Brunch Tickets
- » Logo included on all major and community event media advertisements, marketing collateral, press releases, social media and website properties
- » Year-round presence at all HRC events and social media

### Platinum Sponsor - \$18,500+

- » Ten HRC Atlanta Dinner & Auction tickets
- » Recognition throughout the HRC Atlanta Dinner & Auction program
- » 10 VIP Pride Brunch Tickets
- » Logo includes on all event media advertisements and marketing collateral
- » Recognition in local press releases, social media and company logo (+ hyperlink) placement on HRC Atlanta website
- » Year-round presence at all HRC events and social media

### Gold Sponsor - \$12,500+

- » Eight HRC Atlanta Dinner & Auction tickets
- » Recognition throughout the HRC Atlanta Dinner & Auction program
- » Logo includes on all event media advertisements and marketing collateral
- » 8 VIP Pride Brunch Tickets
- » Year-round presence at all HRC events and social media





# Corporate Sponsorships

## Silver Sponsor - \$9,250+

- » Six HRC Atlanta Dinner & Auction tickets
- » Recognition throughout the HRC Atlanta Dinner & Auction program
- » Logo includes on all event media advertisements and marketing collateral
- » 6 VIP Pride Brunch Tickets
- » Recognition in local press releases, social media and company logo (+ hyperlink) placement on HRC Atlanta website

## Bronze Sponsor - \$6,000+

- » Four HRC Atlanta Dinner & Auction tickets
- » Recognition throughout the HRC Atlanta Dinner & Auction program
- » 4 VIP Pride Brunch Tickets
- » Recognition in local press releases, social media and company logo (+ hyperlink) placement on HRC Atlanta website



## Crystal Sponsor - \$3,000+

- » Two HRC Atlanta Dinner & Auction tickets
- » Recognition throughout the HRC Atlanta Dinner & Auction program
- » 2 VIP Pride Brunch Tickets
- » Recognition in local press releases, social media and company logo (+ hyperlink) placement on HRC Atlanta website





# HUMAN RIGHTS CAMPAIGN ATLANTA